

**Subject:** RE: FW: Record Breaking Week for San Pedro Fish Market  
**From:** "Bezmalinovich, Augie" <ABezmalinovich@portla.org>  
**Date:** 03/13/2017 04:56 PM  
**To:** 'Jonathan Williams' <jwilliams@labattleship.com>  
**CC:** Lorena Parker <lparker@sanpedrobid.com>, Elise Swanson <eswanson@sanpedrochamber.com>, "danny@longbeachcruises.com" <danny@longbeachcruises.com>

Yes, agreed. We need signage off of the freeway at Swinford informing people to park straight ahead. I wonder if folks at the fish market/poc would validate for parking at the Cruise ship/lowa parking lot too? It's worth a conversation.....

**From:** Jonathan Williams [mailto:jwilliams@labattleship.com]  
**Sent:** Monday, March 13, 2017 4:30 PM  
**To:** Bezmalinovich, Augie  
**Cc:** Lorena Parker; Elise Swanson; danny@longbeachcruises.com  
**Subject:** Re: FW: Record Breaking Week for San Pedro Fish Market

We have been up 40% the past few weekends as well. We should also see about diverting into our parking lot and moving people with the trolley.

Jonathan Williams  
President & CEO  
Pacific Battleship Center

On Mar 13, 2017 4:24 PM, "Bezmalinovich, Augie" <[ABezmalinovich@portla.org](mailto:ABezmalinovich@portla.org)> wrote:  
Hi Lorena,

Please read the email below and look at the attached photos that someone sent to me over this weekend. As you can see, the SP Fish Market and POC area was just hopping this past weekend and I suspect that this trend will be constant for the remainder of the year. Traffic and parking will get worse once the lane reductions take place on Harbor which are scheduled in April. "We" need to figure out a way to capture some of this audience and looking at the traffic up-and-down 6<sup>th</sup> street (as indicated in the attached photos) maybe it would be wise to open the parking lot at the Northeast corner of 6<sup>th</sup> and Centre and make it \$5 all days. Along with plenty of signage and publicity (perhaps if it works out it could be another downtown shuttle stop) - maybe you can even hire one of those "sign-waiver" to waive a sign to get folks to park there. Signs when exiting the parking structure could promote local downtown businesses too (maybe on sandwich boards). Maybe an alternate route to POC can be to exit Gaffey Street and come down 6<sup>th</sup> Street to the parking structure? Maybe, you can talk to our tenants at the fish market and POC and perhaps they may even validate for parking? What do you think?

Thanks,  
Augie

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**From:** Mike Ungaro [mailto:[mike@sanpedrofish.com](mailto:mike@sanpedrofish.com)]  
**Sent:** Monday, March 13, 2017 8:48 AM  
**To:** Alan C Johnson; Eric C Johnson; Wayne Ratkovich; Seroka, Gene; Joe Busciano; Commissioners  
**Cc:** Bezmalinovich, Augie; Henry Ungaro; John Ungaro; Jennifer Ungaro; Peter Hudnut; Jeff Gibson; Brian Saenger; Clare DeBriere; Branimir Kvartuc; Glenn Twardy; Yamamoto, Tom  
**Subject:** Record Breaking Week for San Pedro Fish Market

Good Morning Everyone!

I hope you all had a weekend remotely as amazing as we did! Let me tell you about it....

San Pedro Fish Market negotiated a deal with a foodie website called [FoodBeast.com](http://FoodBeast.com) that adds all of our self-produced [kingsoffish.com](http://kingsoffish.com) episodes to their web site and their social media sites, where they have millions of followers/fans

In return, foodbeast used their media contacts to promote San Pedro Fish Market to the world in the following ways...

In the course of 24 hours, between 430pm March 2nd and 430pm March 3rd, [FoodBeast produced and promoted a :45 second commercial](#) for one of the fish market's world famous trays and promoted it via their media partners [here](#) and [here](#) and [here](#) to name a few.

**By the end of the day Sunday, March 13, this short video was viewed nearly 30 million times bringing 30,000 new people from ALL OVER to San Pedro.** Every demographic you can imagine came to our waterfront and shut down harbor blvd and the surrounding roadways. As you all may

know, this is normal during the summer, but it has **NEVER happened** on a Saturday with the exception of a four day 4th of July weekend....and this is Winter!

Of course, the Port Police did an excellent job handling the situation with virtually no notice. NO ONE could have expected the response we had, yet we all pulled together and made it a success!

All this and hardly any complaints! Take a look at [Yelp](#) [Facebook](#) and [Travel Advisor](#) to see for yourself. Sure, you'll find a few, but the ratio is so small relative to the number of visitors, it almost doesn't matter!

We thought you should know about this before it's forgotten as our accomplishments on the waterfront are rarely noticed or valued in the community for what they are - a top 1% accomplishment that's nearly unparalleled in the marketplace.

Stay tuned....We're just getting warmed up! We have a quite a few more promotions like this in the works!

Have a great Monday and enjoy the week!

*Eat Fish- Live Longer!*

**Michael Ungaro**

*Principal*

**San Pedro Fish Market**

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